

File Electronic Classifieds

Electronic Classifieds

Kannan Venture

Nov '97

Late '93 found

match.com as test

multi-client { Netscape
email }

16 full time country consultants
No revenue

3 business areas

match.com

Service Bureau for classifieds
look like backend

licensing underlying technology

Demographics driven ads

service backend for publishers that need
classified.

Match.com

18K registered
1K / 5 days

~~TBD~~

hits

100k / day

sessions

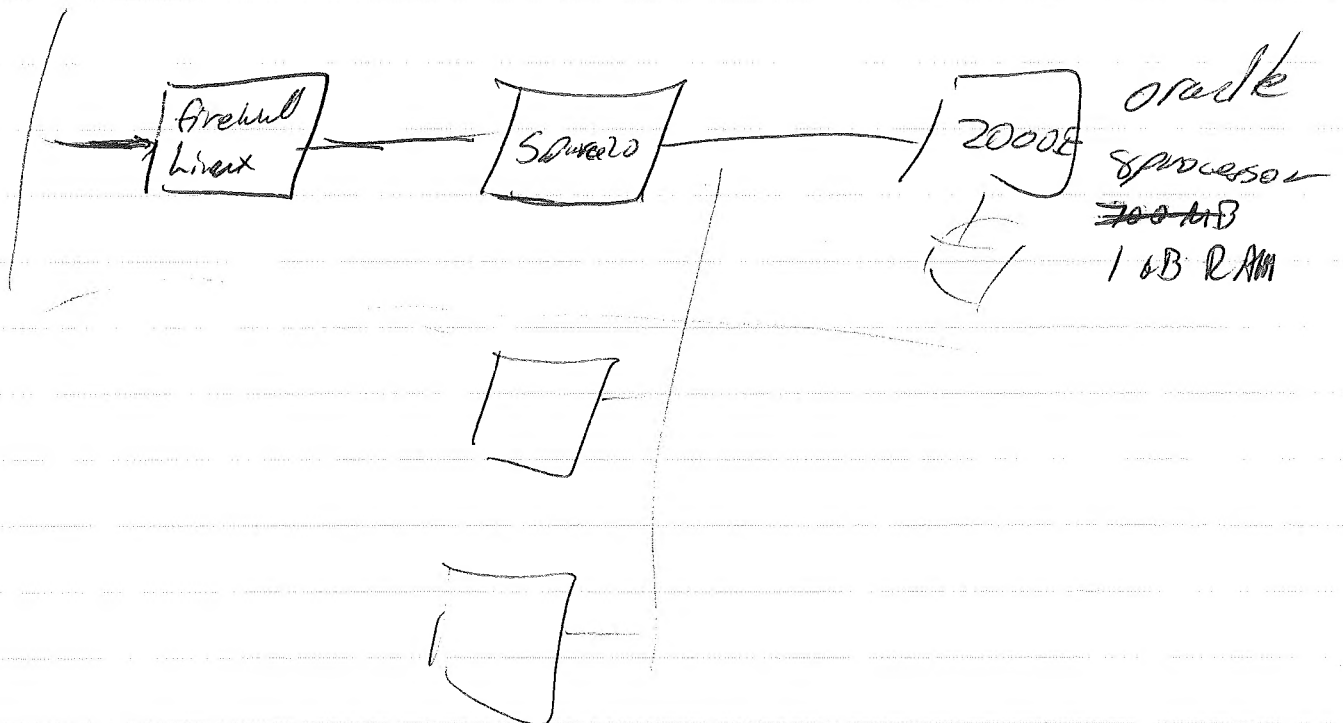
300 answers, 1500 logins
bunch guests

events

58K / day

1. Spun 20 from 2000E
8 processors

handles email + HTTP right now



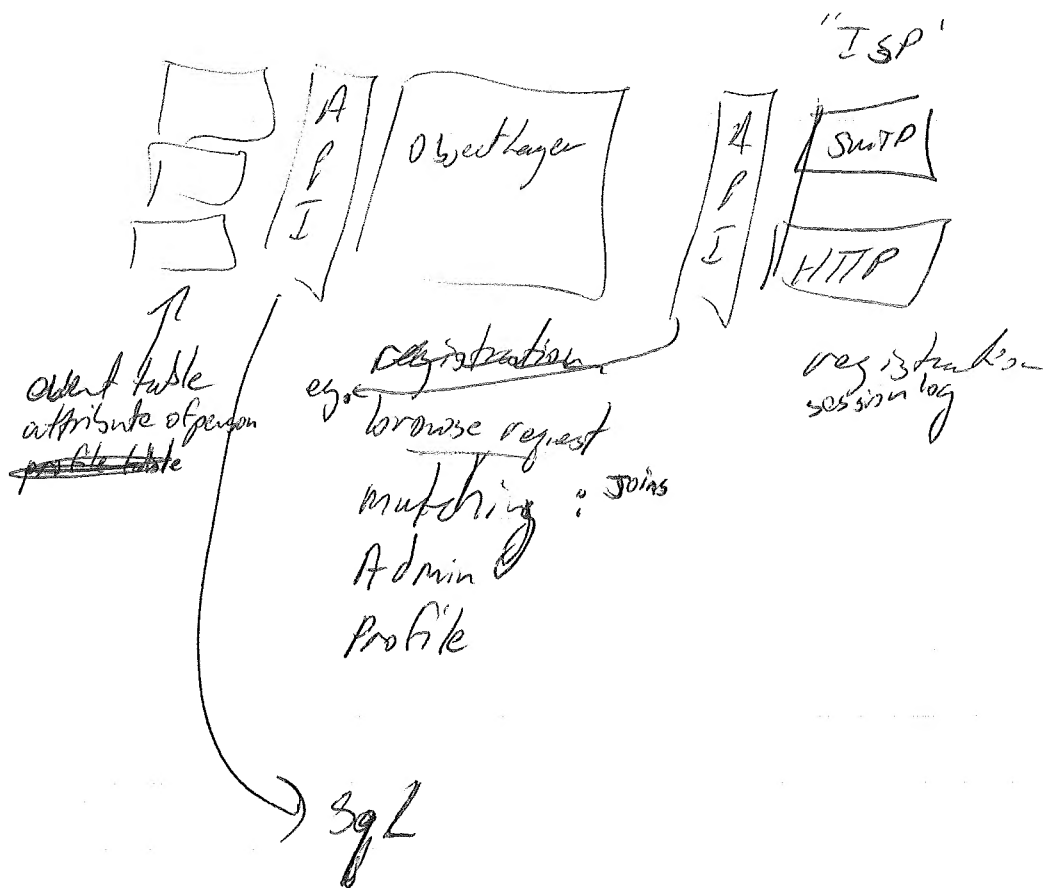
Tools for rendering

RDL

Resource Description Language
compile time

TPL

Textproc language



4K hits/hr

3600

~ 1/second

1 - 6/second

16pers

3 developer

1 info designer

1 sys admin

next 2 cost support

~~match~~

To do

TPL / ROL